

CHAPTER 1

INTRODUCTION

The world today is competitive in terms of knowledge body, information technology, speed, and techniques of service provision that could maximally respond to the needs, expectation, and satisfaction of people as well as ability to efficiently utilize available resources to produce maximum benefits. Either governmental organizations, state enterprises or private organizations all learn to develop, adapt, and improve their organizations both in terms of quality and operation management to establish potential for competition and for continuous and sustainable development of the country's economics as well as to accomplish excellence and success in the free competitive world today.

There has been continuous improvement of the public service system throughout the past four decades. Beginning in the year 1961, the government began to implement a national development plan, which was the First National Economics Development Plan (1961-1966). The government was the leader and the director for the country development activities. That is, additional to its responsibility to control and supervise compliances with the enacted laws and regulations, the public service system is assigned with a new role of public service development. This led to an expansion of public sectors and a large increase in numbers of public servants. At the same time, government sectors have not changed their original roles, which mainly emphasized on controlling and compelling by laws and orders. This resulted in conventional attitudes and non-proactive practices of

public servants, that is, with obligatory attributes rather than development attributes that require more tangible objectives and cooperation. Consequently, using laws and orders to control and force for development of public sectors caused problems between government sectors and the people as public service receivers.

Later during the 1980's the concepts of operation management and of global trend were introduced and influenced the public service system. The development plan for the public service system then began to be established substantially in 1980 and appeared in the 5th National Social and Economic Development Plan (1982-1986). At the same time, the influence of global changes with the concept of the World as one (The One World) had led to the important concept so called "Globalization", which in turn led to several key concepts all that influenced the changes and adjustment of the public sectors. Such concepts might be described in 4 parts as follows:

The first part was the influence of globalization, which involved other 4 principles including the Democracy Principle and Democratization, Human Rights, Liberalism (Free Trade), and Environmental and Natural Resource Conservation. The second part was the rapid change and revolution of private business sectors where there were improvements of work procedure and system and changes in the concept of all executive levels with unanimity. There were also concepts of strategic competition characterized by analysis of strengths, weaknesses, opportunities, and crisis of both themselves and the competitors. The third part was the reform and development of Thai public service system governed by important codes of laws enacted by the Cabinet regarding

improvements of public service effectiveness (the Public Service Reform Plan, 1997-2001). Finally, the fourth part was the effect of the 1997 Thai Constitution, which was considered to be the new life order of Thai citizens, for instance, specification of additional compulsory vote for Thai citizens, clear determination of equal rights for men and woman, assignment of several additional governmental duties with free service provision but requiring high quality, nondiscrimination, safety, principles of effective provision of opportunities and services. More importantly, the system should allow participation of people in public service process (the Handbook of Governmental Sector Evaluation and the P.S.O. system, the Consultant Institution for Development of Public Service Effectiveness and the Conrad Adenao Foundation???, 2000).

There were several examples indicating the high numbers of governmental sectors that alerted and implemented excellent methodologies within their organization with the objectives to provide best quality services to meet the satisfaction of the people as service clients. Those governmental sectors were, for example, the Udonthani Municipal Sector, Ban Peaw Hospital, Tapanhin Somdejpayuparaj Hospital, the Social Insurance Office, and the Commercial Registration Department. These public sectors had excellent strategies in providing highly satisfied services and in building good relationship with their clients with the common principles of excellent methodologies (Journal of the National Productivity Enhancement Institute, 6:34, pp 48-50).

The government policies announced to the Council of the State on the 20th of November 1997 contained a section for public system management policies in Section 1.2.2., which stated that “ the operation system of public sectors and state enterprises is to be improved into an open system with allowing for public participation, reduction of unnecessary procedural steps, and nondiscrimination nature”. In addition, the new concepts and rules of political procedure in accordance with the Thai Constitution imposed the principles for the government sectors to reengineer the public system and services to increase effectiveness in responding to the needs of the people. Reform of public services was also to correspond with progressive status of the country in facilitating processes of economics, social. political rehabilitation and development as well as to eliminate poverty and to promote the quality of life of the people as a whole.

The Civil Service Commission considered and became aware that at present there are several problems associated with the public service system that obstructed the public sectors in being a central/ leader organization in the country development. In addition, public services could not respond to the changes in the needs of the national social and economic system resulted from the globalization, changes in the country environment and demanding trends of people. Another grass root problem is a lack of a key performance indicator system of the public sectors or a lack of standard measurements for work outcomes with effectiveness focus, as well as a lack of standard procedure in order to achieve the standard work outcomes. These factors resulted in a wide variety in job functions and standards of public services with different outcome effectiveness, which is an obstacle of the country development.

To increase the effectiveness in operation management of the public sectors, to push the public sectors as an organization that could effectively implement the government policies and as an instrument of the government in social, political and economic rehabilitation and development, to eliminate poverty and promote the quality of life of the citizens with improvement of living standards, and to set up public sector management and service system with fast speed, equality, and equity as well as mostly meet the people satisfaction, during the 8th /2541 Conference on the 14th of September 1998, the Office of Civil Service Commission (OCSC) agreed to establish, develop and implement the Project of Thailand International Public Sector Standard Management System and Outcomes (P.S.O.) at all government sectors. The Civil Service Effectiveness Promotion Committee under supervision of the OCSC and the Committee for Supervision of Civil Service was an organization responsible for the project in terms of providing technical assistance for public sectors in establishment and development of Thailand International Public Sector Standard Management System and Outcomes.

Thailand International P.S.O. was expected to enhance effectiveness of the public services with the main principles of focusing on key responsibilities, outcomes, and effectiveness, establishing both policies and orders, and setting up a system and procedure to monitor performance. P.S.O. will be a small mechanism in solving corruption problems in public service authorities as it consists of attributes such as transparent, responsible, auditable, modern, flexible with firm objectives and receiving high respect from the people.

The Division of Regional Hospitals is aware of the problems in operation management of the public health organizations under its supervision in terms of public service provision. It then organized the executive meeting in conjunction with the Office of Civil Service Commission (OCSC) to announce the policies and guidelines for organization development in accordance with the P.S.O. plan on the 5th -6th of March 2001 at Jaroenthani Princess Hotel, Khon Kaen province with presence of the executive personnel of the Roi-Et Provincial Public Health Office.

According to the policies announced by the OCSC during the meeting, the Provincial Public Health Office of Roi-Et province is one of the public sectors that required for self-improvement to respond to the needs of the people efficiently, rapidly, throughout and fairly. Development of the information system (P.S.O. 1101) out of the total 10 systems and of certain sectors as recommended by the P.S.O guidelines has the first priority, as the information system is a foundation for development of other systems. It is also the primary responsibility of the Provincial Public Health Office (center of the information obtained from central organization and information collected from the responsible organizations) to provide the information services to public health officers, general public and interested persons. The information system servicing to these groups of people comprises of 2 parts: information for project operation and processing project plan and general academic information for general public or interested persons. Twelve operational sectors under the responsibilities of the Provincial Public Health Office included in the development project were 1. Planning 2. General Administration 3. General Communicable Disease Control 4. Health and Treatment Promotion 5. Dental

Public Health Work 6. Public Health Consumer Protection 7. Occupational and Environmental Health Work 8. Health Education Promotion 9. AIDS Prevention and Control 10. Health Insurance 11. Personnel and Fundamental Public Health Development and 12. Computer Center.

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